

When you can trust the dealer

who sold you a used car, you

We want your used car business, and some day we hope to sell you a new car or another used car. And we want your

"But," you say, "granted that you Ford Dealers have

You can trust your FORD DEALER'S

The next question, then, is: Who can you trust most? 1. We Ford Dealers are established business men with large investments at stake. Our business reputation depends on every business transaction—whether it is a new car sale, a used car sale or a service operation.

can trust the car.

service business, too!

... the weakest part of any shoe, regardless of price, is the insole. The perspiration of your feet weeks ordinary leather insoles...causes it to curl, crack, discolor and break up. Now...after 20 years of exhaustive independent and cooperative research, the Star Brand Shoemakers announce a NEW KIND of leather insole... the new sweat resistant BOL-TAN Leather Insole!



STORES

DEPARTMENT

30711 Grand River Ave.

FORD SALES AND SERVICE Farmington, Michigan

BERLING - McHUGH, INC.

Let us give you compare a proceford Dealers handle used cars and the answer will be obvious. Ford Dealers handle used cars and trucks as a service to customers who trade them for new cars. When we get overloaded with trade-ins, our capital is tide up. Like everyone else, we have to pay our bills. So we must always offer used cars at rock-bottom prices to keep things moving.

We don't have to make much of a profit on used cars, but we do have to keep moving them out to make room for more trade-ins on '53 Fords.

These are the plain facts . . . and when you see the wide selection of fine makes and models we are taking in trade, you're bound to agree that the best place to buy a used car and truck is at your Ford Dealer's.

Phones 2690 - 1 - 2

A-1 USED CARS and TRUCKS